

**REMARKS**

This Amendment is in response to the Final Office Action dated December 3, 2002.

Claims 1, 3-6, 11, 17-22, 30 and 36 are pending and stand rejected. Independent claims 1 and 17 have been amended, claims 6, 22, and 36 have been canceled, and new claims 53-59 have been added. Consequently, claims 1, 3-5, 11, 17-21, 30, and 53-59 remain pending.

Independent claims 1 and 17 have been amended to more particularly recite the features of the present invention and to make the claims consistent with the arguments presented in Applicant's previous amendments. Claim 1 has been amended to recite that the integrated digital camera apparatus receives messages that may include "any combination of advertisements, warranty registration forms, and questionnaires." Claim 1 also recites that messages sent by a message center are "from a service provider, wherein said service provider includes any combination of a billing center, a retailer, and a camera manufacturer." Claim 1 has been further amended to incorporate the limitations of cancelled claim 6, which now recite "a message display apparatus for communicating said messages to a user of said camera apparatus in graphic or audio form." In addition, claim 1 also recites one purpose of the present invention, which is to allow "said service provider to promote an ongoing business relationship with said user after sale of said camera apparatus.

Independent claim 17 has been amendment to include similar recitations. Support for the amendments may be found throughout the Specification, see for example the Summary and Abstract. Accordingly, it is submitted that no new matter has been added to the claims.

§112 Rejections:

Claims 1, 3-6, and 11 were rejected under 35 USC §112, second paragraph. Claim 1 has been amended to provide proper antecedent basis and claim 6 has been canceled. Accordingly,

the amended claims comply with §112.

§103 Rejections:

In the Final Office Action, the Examiner maintained his rejection of claims 1, 3-6, 11, 17-22, and 30 under 35 USC §103(a) as being unpatentable over Reece (US 5,893,037) in view of Ilcisin (US 5,880,770). The Examiner stated that “the features upon which the Applicant relies ...are not recited in the rejected claims.” In response, independent claims 1 and 17 have now been amended to include such features, as described above.

Accordingly, neither Reece or Ilcisin (alone or in combination) teach an integrated digital camera apparatus (claim 1) or digital camera message system (claims 17) that enables a service provider, such as a billing center, a retailer, and a camera manufacturer, to “promote an ongoing business relationship” with a user, by sending messages such as “advertisements,” “warranty registration forms,” and “questionnaires” from a message center to the digital camera “after sale of said camera apparatus,” as now recited.

New claims 53-59 have been added to recite further aspects of the present invention.

Independent claim 53 recites:

A method for maintaining communication between a camera-related service provider and a camera user after sale of the camera, the method comprising the steps of:

- providing a message center for:
  - maintaining records of camera users and corresponding camera identification (ID),
  - storing messages to that include any combination of advertisements, warranty registration forms, and questionnaires, and
  - sorting the messages into categories based on individual users and categories of users; and
- transmitting from said message center to the camera, messages that match the categories associated with the user, such that the messages are communicated to the user on the camera in graphical or audio form, thereby providing the service provider with an opportunity to promote an ongoing business relationship with the user.

It is believed that the references fail to teach or suggest a message center that maintains, stores, sorts, and transmits such messages to a camera in such a manner to provide a camera-related service provider with an opportunity to promote an ongoing business relationship with the user after sale of the camera, as recited in new claim 53.

Therefore, for the above identified reasons, the present invention as recited in independent claims 1, 17, and 53 is neither taught nor suggested by the references. Applicant further submits that the dependent claims are also allowable because they depend on the above allowable base claims.

In view of the foregoing, Applicant submits that claims 1, 3-5, 11, 17-21, 30, and 53-59 are patentable over the cited reference. Applicant, therefore, respectfully requests reconsideration and allowance of the claims as now presented.


Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**Version with markings to show changes made**".

Applicants' attorney believes this application in condition for allowance. Should any unresolved issues remain, Examiner is invited to call Applicants' attorney at the telephone number indicated below.

Respectfully submitted,

March 3, 2003

Date

  
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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**IN THE SPECIFICATION**

Page 1, Line 8, replace the paragraph with

**IN THE CLAIMS**

Please cancel claims 6, 22, and 36, and add new claims 53-59.

1. (Four Times Amended) An integrated digital camera apparatus comprising:
  - (a) a housing;
  - (b) a digital image acquisition apparatus built into said housing, said digital image acquisition apparatus including image capture apparatus for converting a light image to digital image data and image storage apparatus for storing said digital image data;
  - (c) a messaging apparatus independent of said digital image acquisition apparatus built into said housing, said messaging apparatus including
    - (i) transceiver apparatus limited to sending and receiving messages through a communications network, said messages not including digital image data from said digital image acquisition apparatus;
    - (ii) automatic signal transmission apparatus for automatically causing said transceiver to transmit a message request signal to said message center ~~apparatus~~ conveying an identification of said camera apparatus when said transceiver is turned on; and
    - (vii) code apparatus for selectively receiving messages sent to said transceiver by a message center from a service provider, wherein

service provider includes any combination of a billing center, a retailer, and a camera manufacturer; and

(viii) message display apparatus for communicating said messages to a user of said camera apparatus in graphic or audio form; whereby said messaging apparatus in said camera apparatus and said message center allows said service provider to promote an ongoing business relationship with said user after sale of said camera apparatus.

17. (Four Times Amended) A digital camera message system comprising:

- (a) a message center including
  - (i) apparatus for collecting, preparing and sorting messages to be sent to a transceiver in an assembly including a digital camera, wherein said messages include any combination of advertisements, warranty registration forms, and questionnaires from a service provider, wherein said service provider includes any combination of a billing center, a retailer, and a camera manufacturer;
  - (ii) first communication apparatus responsive to reception of a message request signal conveying a camera identification for transmitting messages to said transceiver along with a code; and
- (b) an integrated hand held assembly including
  - (i) a housing;
  - (ii) a digital image acquisition apparatus built into said housing, said digital image acquisition apparatus including image capture

- apparatus for converting a light image to digital image data and  
image storage apparatus for storing said digital image data;
- (iii) transceiver apparatus limited to sending and receiving messages through a communications network, said messages not including digital image data from said digital image acquisition apparatus;
  - (iv) code apparatus including apparatus responsive to a said code for selectively processing messages sent to said camera; and
  - (ix) automatic signal transmission apparatus for automatically causing said transceiver apparatus to transmit a message request to said message center conveying an identification of said integrated hand held assembly when said transceiver apparatus is turned on; and
  - (x) message display apparatus for communicating said messages to a user of said camera apparatus in graphic or audio form;  
whereby said message center allows said service provider to promote an ongoing business relationship with said user after sale of said integrated hand held assembly.

Please add the following claims:

53. (New) A method for maintaining communication between a camera-related service provider and a camera user after sale of the camera, the method comprising the steps of:

providing a message center for:

maintaining records of camera users and corresponding camera identification (ID),

storing messages to that include any combination of advertisements, warranty registration forms, and questionnaires, and

sorting the messages into categories based on individual users and categories of users; and

transmitting from said message center to the camera, messages that match the categories associated with the user, such that the messages are communicated to the user on the camera in graphical or audio form, thereby providing the service provider with an opportunity to promote an ongoing business relationship with the user.

54. (New) The method of claim 53 wherein the message center transmits the messages to the camera in response to receiving the camera ID from the camera.

55. (New) The method of claim 54 wherein the message center transmits each message with an ID code, and wherein the camera receives and stores only the messages having an ID code that corresponds to the camera.

56. (New) The method of claim 55 wherein the user can subscribe with the message center to receive messages for selected categories.

57. (New) The method of claim 55 wherein the user may select an option from the camera not to receive any messages.

58. (New) The method of claim 53 wherein the message center continuously transmits generic messages to a plurality of cameras.

59. (New) The method of claim 53 wherein the message center packages personal messages for the user and for the particular camera model together with generic messages, and transmits the package to the camera.